

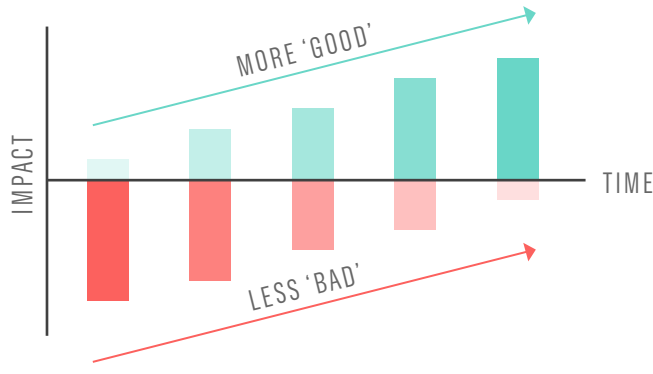
NET GOOD: PATHWAY TO CARBON NET POSITIVE

OUR GROWING POPULATION IS PUTTING PRESSURE ON OUR NATURAL RESOURCES.

We're currently using resources at **1.5X** the rate that the planet can renew them.

But ICT can help reduce CO₂ emissions by **16.5%** by 2020 saving **£1 TRILLION**

AT BT WE HAVE A KEY ROLE TO PLAY.



We chose to focus on carbon as our 'bad' because it is measurable and has a material impact on the world. We've created a methodology to show what 'good' looks like.

WE HAVE A VISION

To help society live within the constraints of our planet's resources through our products and people.

WHY?

The size of the problem is such that simply reducing our impact is not enough. So let's move from doing 'less bad' to doing 'more good'.

AT BT WE CALL IT NET GOOD, AND BY 2020 OUR GOAL IS

3:1

CUSTOMER SAVINGS 3:1 OUR IMPACT

WHAT IS 3:1?

We will help customers reduce carbon emissions by at least three times the end-to-end carbon impact of our business.

HOW WILL THIS BE ACHIEVED?

3

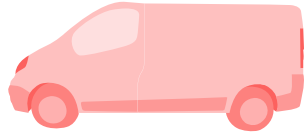
We will help our customers **reduce** CO₂ **emissions** through our products and services:



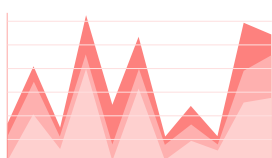
Flexible working services to reduce building needs

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Efficient transport and mobility



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Data Centre and IT Efficiency

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Conferencing and reduced and avoided travel



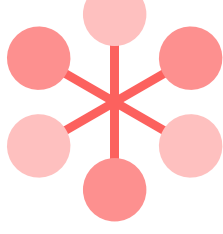
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Broadband services and dematerialisation

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Products and services of the near future

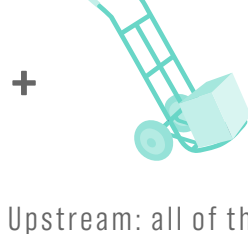


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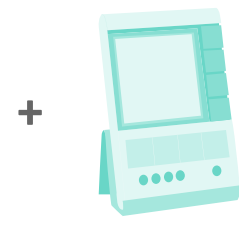
At the same time we will continue to **reduce** our end-to-end carbon **impact**. We will manage emissions from:



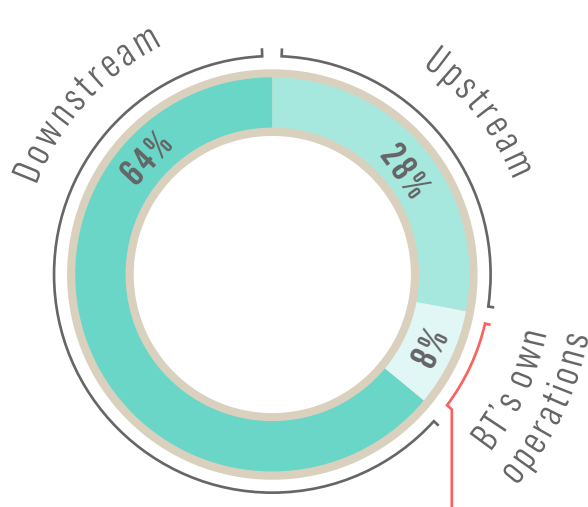
Our own operations: The emissions from our day to day business



Upstream: all of the carbon emissions from our supply chain – our suppliers, their suppliers, their suppliers' suppliers...



Downstream: the carbon footprint of the equipment we provide to our customers.



This is what we used to measure – now we're including it all in our footprint reporting.

WE DEVELOPED A NEW METHODOLOGY TO CALCULATE OUR FOOTPRINT

It's a natural next step as we've been measuring and managing our carbon for more than 20 years.

We measure our corporate carbon footprint and set our first reduction target

We set ourselves the ambitious target of reducing our CO₂e emissions intensity by 80% against 1997 levels

WHO ELSE IS INVOLVED?

The **Carbon Trust** reviewed, refined and endorsed this methodology.

The **Climate Group** helped BT to engage a wide group of external stakeholders by organising the consultation process for the methodology.

☒ **REVIEWED** ☒ **REFINED**

☒ **ENDORSED** ☒ **ENGAGED**

OPEN SOURCE

How much net good can your business generate?

Our methodology is open source so please use it and share it. Do tell us how you think it can be improved.

Find out more at:

www.bt.com/NetGood



Have your say on Twitter
@BTBetterFuture
#NetGood



Join the BT Better Future group on LinkedIn

2010

We measure the end to end carbon footprint of our supply chain

2012

We break new ground by calculating the carbon footprint of the communication solution for the London 2012 Olympic Games

2013

BT becomes the first company in the world to have product carbon footprints independently verified by the Carbon Trust to the new GHG Protocol Product Standard

2020

Net Good 3:1 Carbon Abatement target achieved



THE CLIMATE GROUP